

DETAILED ACTION

EXAMINER'S AMENDMENT

1. The following is an Examiner's statement of reasons for the indication of allowable subject matter: The prior art of record does not disclose, make obvious, or otherwise suggest the structure of the applicant's prediction program, prediction apparatus, and prediction method together with the other limitations of the independent claims.

The dependent claims being further limiting and definite are also allowable. Any comments considered necessary by applicant must be submitted no later than the payment of the Issue Fee and, to avoid processing delays, should preferably **accompany** the Issue Fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

AMENDMENT TO THE CLAIMS:

Claims 6, 15, 17, and 21 have been amended. Claims 1, 6-12, 15, and 17-36 remain pending in the application.

WHAT IS CLAIMED IS:

6. (Currently Amended) The system of claim ~~[[5]]~~ 1, wherein the publishing pipeline includes a plurality of producers configured to push new media content through the publishing pipeline onto the live environment.

15. (Currently Amended) The method of claim ~~[[14]]~~ 12, further comprising: maintaining a separate storage for each environment.

17. (Currently Amended) The method of claim ~~[[14]]~~ 12, further comprising:

migrating the templates of media contents and associated data to the staging environment.

21. (Currently Amended) the method of claim ~~[[14]]~~ 12, further comprising:
allowing producers to import new media contents and associated data into a table in the
live environment.

Reasons for Allowance

1. Claims 1, 6-12, 15, and 17-36 are allowed.

2. The following is a statement of reasons for the indication of allowable subject matter:
the prior arts of records, neither anticipates nor renders obvious the following limitations as
claimed:

As to claims 1, 12, 31, and 35-36, the prior art of records fail to anticipate or
suggest a content management system for media publishing, comprising:

a plurality of content management tools for managing media contents during a
publication process, the plurality of content management tools providing transcoding to convert a
format of a selected media item to a specific target format of a media slot corresponding to said
selected media item;

a publishing pipeline configured to operate in concert with the plurality of content
management tools during the publication process to control development, distribution, and
access of the media contents,

wherein the publishing pipeline provides a plurality of environments for staged and
organized development and publication of the media contents, the plurality of environments

Art Unit: 2164

including a development/production environment, a staging environment, and a live environment; and

a producer configured to generate and edit templates of media items and associated data when the plurality of environments is in a development/production environment;

wherein each template of the templates includes a number of media slots, and each media slot defines a genre of media and a specific target format that is accepted by the each media slot, and

wherein the format of said selected media item does not need to match said specific target format of said media slot corresponding to said selected media item because said transcoding by said plurality of content management tools provides the conversion of the selected media item format to said specific target format, together with the other limitations of the independent claims.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Belix M. Ortiz whose telephone number is 571-272-4081. The examiner can normally be reached on 8-5.

The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue

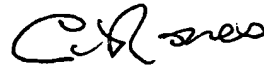
Art Unit: 2164

fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

bmo

September 26, 2006



CHARLES RONES
SUPERVISORY PATENT EXAMINER